



Swine Flu – it's all in the balance

You have been commissioned by a leading health organisation to publish a short news article about swine flu. Here is your briefing:

Dear Journalist,

Thank you for agreeing to take on this commission to write a short news article for us. We have been concerned with some of the shock headlines that have appeared in the media regarding swine flu and we are keen for readers to gain a more balanced perspective on the disease. Please include the following in your article – ensuring you achieve a balanced perspective:

- An introduction to swine flu – the disease and its spread
- Highlight the world distribution of swine flu and the numbers affected/have died from the disease
- Compare the numbers of swine flu cases with that of other big killers worldwide
- Please include sourced maps/pictures to help readers gain a good insight into the issues

Thank you again for your help and we look forward to the finished version.

Sheila Smith.

Useful links to get you started:

For information about the Swine Flu disease and an interactive map visit [BBC News website](#).

For information about Swine Flu disease, the Pandemic and the UK visit the [NHS website](#).

Use the resource sheet entitled “Swine Flu in Perspective” which has some useful links.

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